

LEUCADIA STREETSCAPE

Historic Preservation Meets Revitalization
on North Coast Highway 101



Streets are not timeless blanks.
They evolve as cities and societies
do, shape-shifting as needed...



Davidson, Justin. "What Is a City Street? And What Will It Become?" New York Magazine 18 Jan. 2018

VISION FOR THE FUTURE

The Leucadia Streetscape plan focuses on preserving and revitalizing the N Coast Highway 101 Corridor. It strives to restore the landscape of the corridor while evolving how this public space serves the community. The project vision is to create an environment that enhances the lives of residents and visitors in a wide variety of ways. This includes encouraging community engagement, offering space for community gathering, sidewalk dining, the display of retail goods, outdoor public seating and the showcasing of public art. The aim is to achieve these goals while providing vital improvements to safety and accessibility for all residents and visitors.



ABOUT THE CORRIDOR

The Leucadia North Coast Highway 101 Corridor encompasses the approximately 2.5-mile stretch of N Coast Highway 101 from A Street to La Costa Avenue. When Highway 101 was first established in the early 1900's its primary function was a state highway to connect Los Angeles and San Diego. Since then much has changed, with the construction of the Interstate 5 freeway serving as a high speed replacement artery between the two major cities.

Over time the communities along Hwy 101 have grown and the historic 'highway' has become the local main street for coastal towns, providing a central location for the business district serving both residents and visitors. Today it has evolved into the lifeblood of Leucadia's thriving business district. The Leucadia Streetscape aims to support the growing, diversified use of Hwy 101 while preserving and restoring its history and vitality. This legacy project will benefit Leucadia generations to come.



IMPROVED SAFETY, WALKABILITY & BICYCLE ACCESS

- Anticipated reduction of accidents for all modes of transportation - motorists, cyclists, pedestrians and transit users
- Safety enhancements include more efficient roadway design, wider sidewalks for pedestrians, dedicated bike lanes separate from motor lanes
- Efficient network of sidewalks, crosswalks and Hawk Pedestrian Signalized crossings to promote and support safe pedestrian use
- Installation of street lighting in historic style to support nighttime pedestrian use and activities
- Motorists have fewer distractions, bike-car conflict and less frustration without having to negotiate lanes shared with cyclists
- Wide, well marked, bike lanes created throughout the corridor to increase safety and support bicycle riding for all ability levels
- Speeds are lowered but with roundabouts, travel time through the corridor is only slightly affected (La Costa Ave to Encinitas Blvd. is only reduced by several seconds)

Crosswalk Locations:

Phoebe St, Leucadia Blvd, Daphne St, Basil, Marcheta, A St and all roundabouts

Hawk Pedestrian Signal Locations:

Diana St & North Court

QUALITY OF LIFE ENHANCEMENTS



- 80% of Leucadia residents surveyed* want to walk or bike to Hwy 101 businesses and the beach but don't feel safe or comfortable getting around on foot or bike
- Improves access to Hwy 101 businesses and the beach on foot or by bike for all user types without the hassle of parking
- Improved bus stops for users of public transit with overhangs, seating and safe Highway 101 crossings
- Ease of crossing Hwy 101 from new parking areas on the rail corridor with pedestrian enhancements
- Creates new opportunities for public art installations and historic markers
- Addresses much-needed updates to the rail corridor such as native, drought tolerant landscaping, ponding and stormwater retention basins
- Art nodes will be installed throughout the corridor featuring public art, community seating and providing a space to gather
- Roundabouts will also offer new space for public art and native landscaping

**CMLS Parking Study P.53, Encinitas.ca.gov*

ECONOMIC DEVELOPMENT

- Downtown Encinitas experienced a 300% increase in sales tax revenue following their downtown streetscape improvements
- Property values forecasted to increase and promote investment in quality projects
- Considerable TOT (tourist occupancy tax) to be gained as a return on investment
- Creates long-term community based economic development within Leucadia
- Welcomes high-quality projects that add to community character and economic vitality



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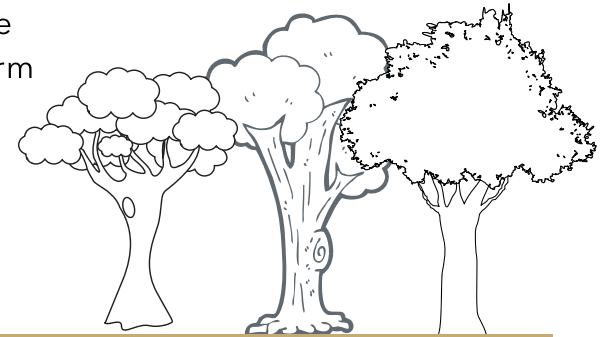
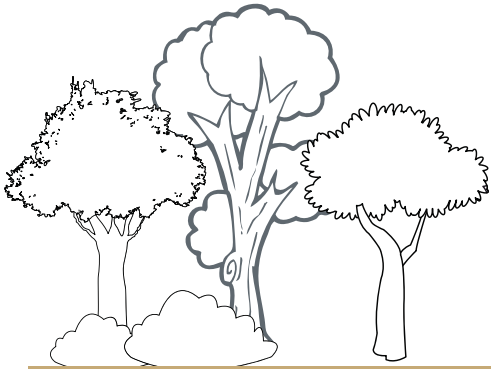
We tend not to like open, scary places, and we try to get through them quicker. Somehow the canopy effect of tree-lined streets slows traffic.

”

Dan Burden, Co-founder and former Executive Director of the Walkable and Livable Communities (WALC) Institute

POSITIVE ENVIRONMENTAL IMPACTS

- Reforests Hwy 101 with close to 1,000 new trees, creating negative carbon offset
- Reduces carbon emissions as a result of traffic calming measures and increased pedestrian & bicyclist access
- Accomplishes many of the City's ambitious Climate Action Plan goals with a single project
- Addresses Leucadia's long standing drainage issues and reduces run-off from polluted storm water into our beaches and lagoons
- Adds drought tolerant landscaping



TREE CANOPY PRESERVATION & RESTORATION

- Planting of close to 1,000 new trees throughout the corridor
- Preservation of 92.5% of the existing tree canopy
- Total of 1,113 trees along the corridor

Tree Types:

Sycamore
Monterey Cypress
Coastal Oak
Torrey Pine



TRAFFIC MANAGEMENT & TRAFFIC CALMING MEASURES

- Reduced driving speed
- Narrowing auto travel lanes to 10 feet and reduction of select stretches to one lane drive lane to accommodate a dedicated bike lane, park assist lane, wider sidewalks and landscaped medians.
- Installation of 4-6 roundabouts.

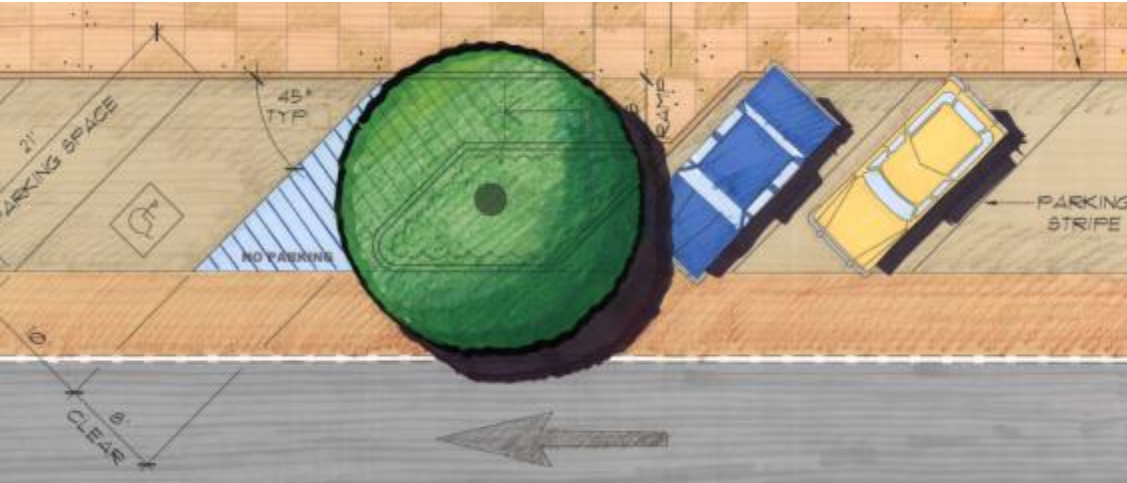
Roundabout Locations:

El Portal, Jupiter, Grandview, Bishop's Gate,
La Costa Ave (optional) & New Road (optional)

Includes functional turn pockets

Lane Reconfigurations:

- One Lane Southbound from La Costa Ave to Phoebe
- One Lane Southbound from Leucadia Blvd to A St
- One Lane Northbound from Marcheta to Europa (currently there is only one lane northbound from Leucadia Blvd to Alder's Gate (Seabluff entrance))



Increase of the existing parking by nearly 25% through the use of drive lane narrowing and diagonal reverse angle parking

PARKING IMPROVEMENTS

Addition of East Side Highway 101 parking pods in the NCTD rail corridor to benefit businesses by increasing safe parking options for their customers

Parking Pod Locations:

- North Court to Basil St
- Leucadia Blvd to Diana St
- Jupiter St to Avocado St

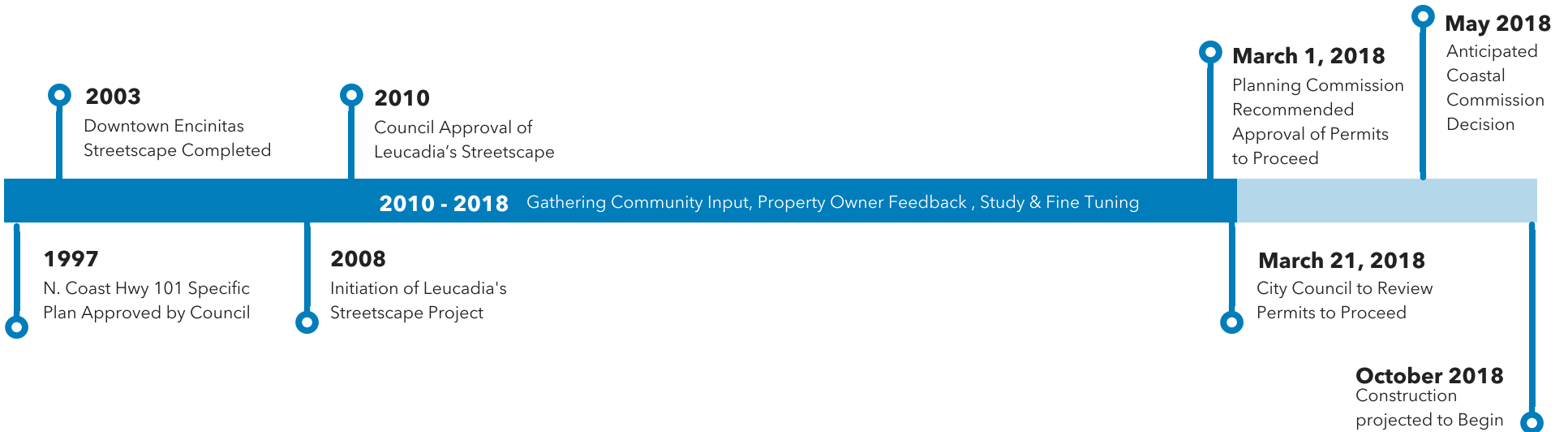


EAST/WEST CONNECTIVITY

- Natural walking path with native, drought tolerant landscaping established along the railroad corridor connecting to the El Portal Undercrossing
- Network of crosswalks & nature path in conjunction with Undercrossing provides a safe avenue for residents East of Hwy 101 to cross the tracks and access the business district on the West

PLANNING PROCESS

The project development & planning process for Leucadia Streetscape has incorporated 10 years of community input and public feedback.





- Speak in support of funding the Streetscape plan at the March 21st City Council meeting. Request no further delays. Meeting begins at 6pm. Fill out a speaker slip upon arrival.
- Write to City Council members expressing your enthusiasm for improving infrastructure with the Streetscape Project prior to March 21st at 2 pm. Email: Council@encinitasca.gov



Businesses like mine thrive when
the main street is safe and
welcoming to foot traffic. All
members of the community
benefit from the vibrancy of a
gathering place for commerce, art
and creativity.



Venessa Johnson, Owner VIXEN Boutique

FREQUENTLY ASKED QUESTIONS

► Why is there one lane in each direction? Won't that cause more traffic congestion?

A dedicated travel lane in each direction reduces friction between cars, bikes and pedestrians, cutting down on the time cars on Hwy 101 spend stopped waiting. With an added 'park assist' lane, no longer will traffic stop to wait for a car to park. While cars will be traveling at lower speeds, roundabouts facilitate more efficient intersections and create less back-up congestion than four-way stops.

► Does the Leucadia Streetscape project restrict beach access?

The project seeks improved access to the beach by creating safer pathways to cross Highway 101 on foot or by bike. Not only will additional parking be added to the corridor with the streetscape project, demand for parking is likely to decrease when neighbors feel safe moving about Leucadia without having to get in a car to access the beach and businesses.

FREQUENTLY ASKED QUESTIONS

- ▶ Will emergency response times increase due to the Leucadia Streetscape?

The Encinitas Fire Department has been very clear that emergency response times are properly addressed in the project's Environmental Impact Report and are confident that road's proposed width offers ample clearance for emergency vehicles.

- ▶ Does the Leucadia Streetscape invite more high density development to N. Coast Hwy 101?

The N. Coast Hwy 101 Streetscape project does not change any zoning, height restrictions or density allowances.

LEUCADIA 101 MAIN STREET MISSION



Leucadia 101 Main Street (L101) is dedicated to supporting the Historic Leucadia North Coast Highway 101 Corridor and enhancing its economic and civic vitality. Our organization aims to create a beautiful atmosphere where residents and visitors can celebrate and enjoy our beautiful town.

Leucadia 101's board of volunteer directors have advocated for over 15 years to see safety improvements, quality of life enhancements and a thoughtful balance of revitalization and historic preservation. Visit Leucadia101.com or email info@Leucadia101.com to learn more or to be in touch.